



Summary Information

Permit No: F00028017

Type of Permit: FILMING

Release Date: 05/17/2010

Production Company EI ENTERTAINMENT TELEVISION

Producer Sal Ruggiero

Insured Company Name EI ENTERTAINMENT TELEVISION

Director Sal Ruggiero

Contact Phone No. 1 323-954-2400

1st AD Sal Ruggiero

Contact Phone No. 2 323-692-4597

Fax 323-954-2880

Production Manager Sal Ruggiero

Address 5750 WILSHIRE BLVD

FilmL.A. Coordinator Adrian Fayad

LOS ANGELES, California 90036

Production Title HOW DO I LOOK

Location Manager Sal Ruggiero

Type of Production TV Reality

Primary Phone Mobile - 323-549-6264

Secondary Phone Office - 818-481-7581

Location Assistant Sal Ruggiero

Primary Phone Mobile - 323-549-6264

Secondary Phone Office - 818-481-7581

Fees

Notification Charge \$155.00

Total Permit Fee \$865.00

FILMLA FILM APPLICATION FEE \$625.00

Number of Locations 7

 LA CITY FIRE DEPARTMENT SPOT CHECK \$85.00
 SURCHARGE



FilmL.A., Inc.
 1201 W. 5th Street, Suite T-800
 Los Angeles, CA 90017
 t: (213)977-8600 - f: (213)977-8601
 www.filmla.com

Summary Information

Location

Location 1 of 7

Page 1 of 1

Permit Number	F00028017	Location Manager	Sal Ruggiero
Production Company	E! ENTERTAINMENT TELEVISION	Primary Phone	Mobile - 323-549-6264
Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Office - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address All areas under the Jurisdiction of the City of Los Angeles, Los Angeles, CA, 90012

Location Names ALL JURISDICTIONS GRID

Location Type Walking Grid

Location Description

Film Dates 5/19/2010 - 5/28/2010 06:00 - 00:00

Open or Closed to the Public Open

Generic Conditions All Vehicles must be parked legally.
 Must Maintain 5' Clearance on Sidewalks/Walkways
 No Cast and Crew parking on areas streets.
 No interference with merchant activity
 No interference with vehicular or pedestrian traffic
 No stopping and setting up in residential areas before 7am or after 10pm without prior approval
 No stopping or setting up in front of merchants or residents without prior approval

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	Cast/Crew vehicles	5		Cast	2
	Cube Trucks	1		Crew	12
	Motor Homes	1			
	Vans	2			

Filming Activities Handheld equipment; Interior and exterior dialogue; walk and talk ;

Jurisdiction Political:

Police: Los Angeles Police Department

Fire: Los Angeles City

Location Notes PRODUCTION MUST BE 15 PEOPLE OR LESS. ALL HAND HELD EQUIPMENT. EXTERIOR FILMING ONLY. ALL INTERIOR FILMING MUST BE CLEARED WITH FILMLA. PRIOR TO SHOOTING AND IT MAY REQUIRE ADDING IT AS A LOCATION. ALL FILMING ON CITY/COUNTY OWNED PROPERTY MUST BE ADDED AS A LOCATION TO PERMIT. PRODUCTION COMPANY MUST CONTACT FILMLA. PRIOR TO FILMING IN A RESIDENTIAL AREA. INTERIOR ACTIVITY AT A LOCATION MAY NOT EXCEED A TWO-HOUR TIME FRAME. PRE-DETERMINED LOCATIONS WITH INTERIOR ACTIVITY EXCEEDING TWO HOURS MUST BE PROCESSED AS A SEPARATE LOCATION.

Coordinator Note ALL JURISDICTION GRID EXCLUDES SPECIAL CONDITIONED AREAS - INCLUDING HANCOCK PARK, PACIFIC PALISADES, ARTS DISTRICT, AND CHINATOWN.
 NO FILMING ACTIVITY ON LOS ANGELES CITY OR COUNTY PROPERTY WITHOUT PRIOR APPROVAL FROM FILM LA.

NO FILMING ACTIVITY WITHIN 300' FROM RESIDENTS 22:00 HOURS - 07:00 HOURS ON WEEKDAYS AND 22:00 HOURS - 09:00 HOURS ON WEEKENDS.

Parking Base Camp
 Location Type : Location
 Street :

Crew Parking
 Location Type : Location
 Street :



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Summary Information

Location

Location 2 of 7

Page 1 of 1

Permit Number	F00028017	Location Manager	Sal Ruggiero
Production Company	E! ENTERTAINMENT TELEVISION	Primary Phone	Mobile - 323-549-6264
Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Office - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address 1010 Wilshire Blvd, Los Angeles, CA, 90017

Location Names

Location Type Loft

Location Description

Film Dates 5/19/2010 - 5/20/2010 07:00 - 22:00

Open or Closed to the Public Open

Generic Conditions All Vehicles must be parked legally.
 Must Maintain 5' Clearance on Sidewalks/Walkways
 No Cast and Crew parking on areas streets.
 No interference with vehicular or pedestrian traffic

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	Cast/Crew vehicles	5		Cast	2
	Cube Trucks	1		Crew	12
	Motor Homes	1		Spot	1
	Vans	2		Check	

Filming Activities Handheld equipment; Interior and exterior dialogue; walk and talk ;

Jurisdiction **Political:** Los Angeles City - Council District 01
Police: Los Angeles Police Department

Fire: Los Angeles City

Location Notes

Coordinator Note NO GENERATOR ON LOCATION.

NO CABLING INTERIOR OF LOCATION.

MUST KEEP ALL ENTRANCES, EXITS, AND FIRE DOORS CLEAR OF EQUIPMENT AND PERSONAL AT ALL TIMES.

Parking **Base Camp**
 Location Type : Location
 Street :

Crew Parking
 Location Type : Location
 Street :



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Location

Location 3 of 7

Page 1 of 1

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Production Company	E! ENTERTAINMENT TELEVISION	Primary Phone	Mobile - 323-549-6264
Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Office - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address 1755 N Highland Ave, Los Angeles, CA, 90028

Location Names

Location Type Hotel

Location Description RENAISSANCE HOTEL

Film Dates 5/21/2010 - 5/21/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions All Vehicles must be parked legally.
 Must Maintain 5' Clearance on Sidewalks/Walkways
 No Cast and Crew parking on areas streets.
 No interference with vehicular or pedestrian traffic

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	Cast/Crew vehicles	5		Cast	2
	Cube Trucks	1		Crew	12
	Motor Homes	1		Spot	1
	Vans	2		Check	

Filming Activities Handheld equipment; Interior and exterior dialogue; walk and talk ;

Jurisdiction **Political:** Los Angeles City - Council District 13
Police: Los Angeles Police Department

Fire: Los Angeles City

Location Notes

Coordinator Note NO GENERATOR ON LOCATION.

NO CABLING INTERIOR OF LOCATION.

MUST KEEP ALL ENTRANCES, EXITS, AND FIRE DOORS CLEAR OF EQUIPMENT AND PERSONAL AT ALL TIMES.

Coordinator Note PRODUCTION WILL BE FILMING IN AN AREA CLOSED OFF TO THE GENERAL PUBLIC.

Coordinator Note NO CABLING OR LIGHT SET UPS IN AREAS OPEN TO GENERAL PUBLIC

Parking **Base Camp**
 Location Type : Location
 Street :

Crew Parking
 Location Type : Location
 Street :



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Summary Information**Location****Location 4 of 7****Page 1 of 1**

Permit Number	F00028017	Location Manager	Sal Ruggiero
Production Company	E! ENTERTAINMENT TELEVISION	Primary Phone	Mobile - 323-549-6264
Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Office - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address 6801 Hollywood Blvd, Los Angeles, CA, 90028**Location Names****Location Type** Mall**Location Description** KODAK THEATER/ HOLLYWOOD & HIGHLAND CENTER**Film Dates** 5/21/2010 - 5/21/2010 07:00 - 22:00**Open or Closed to the Public** Open

Generic Conditions All Vehicles must be parked legally.
 Must Maintain 5' Clearance on Sidewalks/Walkways
 No Cast and Crew parking on areas streets.
 No interference with vehicular or pedestrian traffic

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	Cast/Crew vehicles	5		Cast	5
	Cube Trucks	1		Crew	20
	Motor Homes	1		Spot	1
	Vans	2		Check	

Filming Activities Handheld equipment; Interior and exterior dialogue; walk and talk ;

Jurisdiction **Political:** Los Angeles City - Council District 13
Police: Los Angeles Police Department

Fire: Los Angeles City**Location Notes****Coordinator Note** NO GENERATOR ON LOCATION.

NO CABLING INTERIOR OF LOCATION.

MUST KEEP ALL ENTRANCES, EXITS, AND FIRE DOORS CLEAR OF EQUIPMENT AND PERSONAL AT ALL TIMES.

Coordinator Note COMPANY WILL BE FILMING IN AREA CLOSED TO GENERAL PUBLIC.

Parking **Base Camp**
 Location Type : Location
 Street :

Crew Parking
 Location Type : Location
 Street :



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Location 5 of 7

Page 1 of 1

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Production Company	E! ENTERTAINMENT TELEVISION	Primary Phone	Mobile - 323-549-6264
Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Office - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address 1728 N Vermont Ave, Los Angeles, CA, 90027

Location Names

Location Type Retail Business

Location Description

Film Dates 5/20/2010 - 5/20/2010 07:30 - 13:00

Open or Closed to the Public Closed

Generic Conditions All Vehicles must be parked legally.
 Must comply with attached conditions
 Must Maintain 5' Clearance on Sidewalks/Walkways
 No Cast and Crew parking on areas streets.
 No interference with merchant activity
 No interference with vehicular or pedestrian traffic

Please see attached document 1700-1800 blk of N. Vermont July 2009.pdf

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	Cast/Crew vehicles	5		Cast	2
	Cube Trucks	1		Crew	12
	Motor Homes	1		Spot	1
	Vans	2		Check	

Filming Activities Handheld equipment; Interior and exterior dialogue; walk and talk ;

Jurisdiction **Political:** Los Angeles City - Council District 04
Police: Los Angeles Police Department

Fire: Los Angeles City

Location Notes

Parking Base Camp
 Location Type : Location
 Street :

Crew Parking
 Location Type : Location
 Street :



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Location 6 of 7

Page 1 of 1

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Insured Company	E! ENTERTAINMENT TELEVISION	Secondary Phone	Office - 818-481-7581
Production Title	HOW DO I LOOK		

Location Address 1764 N Vermont Ave, Los Angeles, CA, 90027

Location Names

Location Type Retail Business

Location Description

Film Dates 5/20/2010 - 5/20/2010 07:30 - 13:00

Open or Closed to the Public Closed

Generic Conditions All Vehicles must be parked legally.
 Must comply with attached conditions
 Must Maintain 5' Clearance on Sidewalks/Walkways
 No Cast and Crew parking on areas streets.
 No interference with merchant activity
 No interference with vehicular or pedestrian traffic
 No stopping or setting up in front of merchants or residents without prior approval

Please see attached document 1700-1800 blk of N. Vermont July 2009.pdf

Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	Cast/Crew vehicles	5		Cast	2
	Cube Trucks	1		Crew	12
	Motor Homes	1		Spot	1
	Vans	2		Check	

Filming Activities Handheld equipment; Interior and exterior dialogue; walk and talk ;

Jurisdiction	Political: Los Angeles City - Council District 13	Police: Los Angeles Police Department	Fire: Los Angeles City
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Location Notes

Parking Base Camp
 Location Type : Location
 Street :

Crew Parking
 Location Type : Location
 Street :



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Location 7 of 7

Page 1 of 1

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Production Title	HOW DO I LOOK		

Location Address 6608 Hollywood Blvd, Los Angeles, CA, 90028

Location Names

Location Type Club

Location Description

Film Dates 5/19/2010 - 5/19/2010 13:30 - 17:30

Open or Closed to the Public Closed

Generic Conditions All Vehicles must be parked legally.
 Must Maintain 5' Clearance on Sidewalks/Walkways
 No Cast and Crew parking on areas streets.
 No interference with merchant activity
 No interference with vehicular or pedestrian traffic
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Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	Cast/Crew vehicles	5		Cast	2
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	Motor Homes	1			
	Vans	2			

Filming Activities Handheld equipment; Interior and exterior dialogue; walk and talk ;

Jurisdiction	Political: Los Angeles City - Council District 13	Police: Los Angeles Police Department	Fire: Los Angeles City
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Location Notes

Parking Base Camp
 Location Type : Location
 Street :

Crew Parking
 Location Type : Location
 Street :

**SPECIAL FILMING CONDITIONS
1700-1800 BLOCK OF NORTH VERMONT AVENUE**

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

- **Affected residents/merchants within 500 ft of any filming activity (including production equipment parking, cast/crew parking, or catering) must be notified at least (2) days in advance of the first filming day or the first day of any substantial set preparation.** *Permit requests must be submitted to FilmL.A. at least (3) days in advance.*
- **Residential hours (7:00 a.m. to 10:00 p.m.) must be adhered to whenever the side streets are used for parking.**
- **No parking in City parking lot 675 (4642 Russell Avenue).**
- **Equipment parking and posting on Vermont Avenue will require a survey of the affected merchants.** *Approved signatures must be obtained using a FilmL.A. "Posting Survey."*
- **Cast and crew may not park on area streets.** Off-street parking must be provided.

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1700-1800 BLOCK OF NORTH VERMONT AVENUE**

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